

USDC SENSORY TRAINING PROGRAM FOR SEAFOOD

Remember, "The nose knows!!!"

We can teach it to analyze, recognize and describe quality.

This intensive 2 – day program will include **Flounder, Atlantic Salmon, and Shrimp.**

Ours is the only program to couple an introductory course in sensory science with plenty of hands-on product training with recognized experts. Upon completion, armed with the most efficient tools and training available, you will be capable of evaluating quality of the species and product forms you deal with every day.

- Master the most effective smelling and tasting techniques.
- Work one-to-one with our internationally calibrated seafood experts.
- Learn where the U.S. government cut-off point for decomposition is *and* how to identify excellent quality.
- Be taught internationally-recognized sensory descriptive language for seafood quality.

We use science-based sensory training methods that have proven extremely worthwhile internationally. We have conducted numerous successful workshops to harmonize government seafood inspectors from different countries and have trained hundreds of industry personnel from as far away as Australia and South Africa.

Who should attend this program?

Seafood buyers, Retailers, Merchandisers, Managers, Sales Associates & Owners within....Restaurant chains, Seafood Processors, Importers and Exporters, Processors of value-added products containing seafood, Quality Testing Laboratories, University Researchers, and Others...

Instructors: Mr. Michael DiLiberti, M.A., Mr. Alden Sweet, Consumer Safety Officer, Mr. Stephen Barusso and a cadre of USDC internationally calibrated product experts.

Call (978) 281-9381 (Christine) for more information. Fax number: 978-281-9134

Workshop limited to 15 - so hurry and register!

Date and Place: October 5th & 6th, 2005 – Gloucester, MA **Cost:** \$895 per person (\$50.00 off each Additional student within a company).

Company Name: _____

Address: _____

City/State/Zip: _____

Email: _____

Phone: () _____ **Fax:** () _____

Attendee Name (s)

1) _____ 2) _____

3) _____ 4) _____

Method of payment: You may pay by Money Order, Certified Check, Company Check or by Visa/MasterCard. Cash or personal checks not accepted.

Please make checks payable to USDC/NOAA. Send check and registration form to USDC, National Sensory Section, 11-15 Parker St., Suite 213, Gloucester, MA 01930. ATTN: Christine Lilienthal.

Credit Card Payment: (circle) Visa MasterCard Card Number _____

Expiration Date: _____ **Company Tax ID Number:** _____

Signature: _____

Refund/Cancellation Policy: The National Sensory Section determines a go/no-go date based on sufficiency of enrollment. For this workshop, it is Monday, September 19, 2005 (based on 14 days remaining to get discount airfares). Otherwise, Registration Fee, less a \$50.00 administrative charge, will be refunded if notification is received in writing 8 working days prior to the program start date.

<http://seafood.nmfs.noaa.gov>